



The Lions Group consists of three entities, namely the Golden Lions Rugby Union, the Lions Rugby Company, and EPS Management. Collectively, the three

Pieter Burger, Manager Director: EPS, explains: "We have a passion for innovation and doing things differently, and consistent improvements in and around our facilities

Flexibility and innovation together distinguish us from our competitors.

companies are the custodians of rugby in their region, from grassroots development all the way up to international interprovincial teams. While their primary focus is rugby, the Group has diversified its revenue streams to include various other activities, including concerts, sporting events, commercial rentals, and private functions and conferencing.

make them not only relevant, but also industry leaders in certain areas. This flexibility in our product offering, combined with innovation, is what distinguishes us from our competitors.

THE BUSINESS CHALLENGE

During big games or concerts, stadiums face unique challenges due to their large, dense crowds, and one of these challenges involves providing connectivity to the highest standard.

Excellent connectivity is needed for broadcasting purposes, both within the stadium as well as to external broadcasting channels; financial transactions, including the sales of food and beverages and retail items; and Wi-Fi connectivity for the fans, which is an imperative for any live entertainment experience.

"As with any large sports and entertainment stadium, technology plays an important role in customer experiences at the Emirates Airline Park (Ellis Park Stadium), the home of the Golden Lions rugby team," notes Stefan Pretorius: Enterprise Key Account Manager at Vox.

"Through Vox's use of innovative technology, we assist in providing both stadium employees and customers alike with positive experiences during high-profile events. The use of network optimisation techniques can help maintain a high-quality Wi-Fi connection for everyone, but it all starts with sufficient and optimal broadband infrastructure."

"As part of the entertainment industry, it is critical for the Lions Group to know that innovative technology and leading connectivity are together able to enhance high performance, as well as the consumers' experience and preferences," adds Burger. "Connectivity access networks, and their reliable uptime, is key in our industry."

VOX CASE STUDY

Pretorius clarifies that Vox is responsible for supplying all connectivity to Emirates Airline Park, as follows:

- Two 1Gbps dedicated Business Fibre links;

THE BUSINESS SOLUTION

- One 200Mbps dedicated Business Fibre link to the practice stadium next door;
- Firewalls; and
- An SD-WAN Solution for load balancing.

“Vox is a strategic partner of the Lions Group,” says Burger, “and we have benefited from our existing partnership with them for some years now. One of these advantages is that, as our technology requirements progressively increase, so we turn to Vox to implement enhancements as required.

“Before signing up with Vox, our main concerns and challenges involved Voice over Internet Protocol (VoIP), Connectivity and cloud solutions. Today, as our infrastructure partner, Vox provides excellent bandwidth and reliable uptime, and takes care of any required upgrades following a needs assessment and consultation. We also enjoy efficient support from Vox very quickly whenever required.”



OVERALL EXPERIENCE WITH VOX

“We believe that Emirates Airline Park has the best bandwidth and reliability of any stadium in South Africa”

“We never have any concerns or issues with the implementation processes for our chosen solutions, which are always effectively handled by Vox engineers,” comments Burger. “Just like the Lions Group, we know that Vox has a strong entrepreneurial spirit and always strives to improve and enhance its service offering and effectiveness, and we admire and appreciate this shared synergy.

“We believe that Emirates Airline Park has the best bandwidth and reliability of any stadium in South Africa, as was displayed to such good effect during the Springboks versus New Zealand test in August 2024. Our relationship and overall experience with Vox is excellent – we could not ask for a better partner!”

About Vox

Vox offers an extensive range of affordable data, communications, and collaboration solutions that allow South Africans to connect to the world, and, most importantly, stay connected together. From corporates to consumers, we provide unparalleled value by merging innovative technology with hands-on customer service. We take full responsibility for every solution provided, from concept to implementation, and continuous delivery. It's all thanks to our expert staff of over 1500 people (and counting) as well as over 1000 business partners across the country.

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